

Local News Items

The Choir of St. Michael's Church is to be warmly congratulated on the excellent rendering of the various Carols Sunday evening.

The Service throughout in United Church Sunday evening was very fine. The Special Music, impressive sermon and Vesper services were of a highly interesting character.

Mr. H. Marsh left Monday for Winnipeg where he will spend Christmas going on to Quebec early in the New Year. Eddie Gilbert will teach the class of boys formerly in charge of Mr. Marsh.

Mr. Stockton will be the guest of Mr. Patrick during his stay in Strathmore.

Mrs. A. Griffin came up from California to spend the Christmas holidays with her husband.

Mr. and Mrs. F. Archibald and family will spend Christmas Day with friends in Valcartier.

Mr. and Mrs. Ian McKenzie and children left Tuesday for Calgary to spend the holidays with Mrs. McKenzie, Sr.

Mr. and Mrs. MacNaughton will be guests of Mr. George Berry and family over the holiday.

Mr. and Mrs. T. S. Hughes' home will be the centre of a Family Party Christmas Day.

Mr. Crowther will visit friends in Calgary, Red Deer and Edmonton during the holiday week.

Miss Fols, Miss Gordon and Mr. Cameron are spending the vacation at their respective homes.

Mr. and Mrs. Cecil Lambert will go to Calgary for the Christmas holidays. In the New Year Mrs. Lambert will go to Lethbridge for several weeks.

TOWN COUNCIL

A regular meeting of the Town Council was held on the 17th with Mayor Gardiner in the chair, and Councillors Griffin, Hudson Almer and Keeling also present.

There was little business except of a routine nature, to transact and the meeting was of short duration.

The chief matter of public interest centred on a discussion looking to a method of safeguarding the pipeline from frost. The suggestion is not to use the pipeline for floating the skating rink, but to have an addition all line laid from there to the pump house, so that the main line would always be free of water, and thus available in case of fire, without danger from frost. On the motion of the Mayor the matter was referred to the Fire and Light Committee to report and advise as to piping required.

SAVE THE EDITOR

There is at least one minister who appreciates the editor. At a recent editorial convention a Kansas minister was reported to have offered the following list:

"To have an editor from starvation take his paper and pay for it promptly."

"To save him from bankruptcy, advertise in his paper liberally."

"To save him from despair, send him every item of news you can get hold of."

"To save him from poverty, write your correspondence plainly on one side of the sheet and send it in as early as possible."

"To save him from mistakes, bury him. Dead people are the only ones who never make mistakes." Wisconsin Free.

Mr. and Mrs. T. L. Chamberlain will entertain at dinner Christmas Day.

Mr. and Mrs. Whitehead will entertain a family party Christmas Day.

Saxeman Rippe left Saturday a.m. by motor for Corvallis, Oregon to re-enter Oregon State College.

Mrs. Barnett of Nanton will spend the Christmas Week with her daughter, Mrs. Shrimpton and Mr. Shrimpton and family.

Mr. Fred Holmes will spend Christmas Day at his home in Okotoks.

Mr. and Mrs. Little and family will be dinner guests Christmas Day of Mr. V. M. Gilbert and Mrs. Gilbert at the Manor.

Miss Norman Duppe who is attending the University of Toronto is spending the Xmas holidays in Washington, D. C. visiting her aunt and uncle, Commander and Mrs. W. S. Holliday.

Edna Rippe left Saturday a.m. by motor for a two month's holiday in Portland, Oregon, visiting relatives.

Mr. Earl Brown and young son Dick left Saturday a.m. by motor for Fresno, California to visit his wife and two sons for the Xmas holidays.

Work on the Calgary Highway No. 1, near Comstock, is proceeding rapidly in fair condition. One of the notable improvements is the widening of the bridge at Chesterton Lake, and a several mile have been constructed for pedestrians and fishers.

THE THEATRE IN RUSSIA

It is a far cry from Ottawa to Moscow, from the capital of Canada to the capital of Russia. This one country has a dying professional theatre, the other a stage probably the most alive and flourishing in the world. As in the Dominion, the drama in Russia is an expression of the people. It extends, however, beyond the activities of amateurs, strong in both hands, to a professionalization of the widest scope. The goal is a theatre of human drama, and a several mile have been constructed for pedestrians and fishers.

Moscow has a stage of exceeding vitality. Audiences chafe no against the drama and all in the city of playhouses of the city there is rarely an empty seat at any performance. The Russians are a people who love the theatre, and since the establishment of the Soviet Union there has been an artistic development not surpassed by that in the London of the Elizabethan. Before the Revolution there were a few half dozen theatres in the whole of Moscow. The number has now increased tenfold and more are in the course of erection. The art of the drama is the care of the State and the government recognizes the necessity and the cultural value of the living theatre for the people. The playhouses are organized upon a permanent basis, each with its own company and personnel. The Russian Theatre, devoted to opera and ballet, alone employs nearly three thousand workers of every description and these are engaged regularly fifty-two weeks in the year, allowing time for the post vacation granted everyone. Such a situation is usually to receive a subsidy as to a few other houses, principally the National Minority Theatres which give performances in their languages then Russian and are directly encouraged by the State Board controlling the playhouses. The majority of theatres in Moscow, notwithstanding the low prices of admission (approximately from a dollar downwards) and the never missing staging, are entirely self-supporting. If there is an asterisk in modern Russia, it is one, not of wealth, of

NEW RULES FOR BRIDGE

1. Pick up your cards as dealt. You will be ready to bid ahead of the rest.

2. If your hand is rotten, mention it. It will guide your partner in his bid and play.

3. Never hurry. Try several cards on a trick until you are sure which one you prefer.

4. Occasionally ask what is trump. It will show your interest in the game.

5. Walk around the table when you are ready and look at the hand. Tell them what cards are good and how many tricks they can make if they play right.

6. Talk about other subjects during the game. It makes for good fellowship.

7. Feel free to criticize your partner's bid. It is much better as a result.

8. Always trump your partner's trick. Never take a chance.

9. Don't try to remember the rules. It is too difficult.

10. If it is a money game, always stop when you are ahead. It will leave a lasting impression and take will as a reminder to you.

11. Always explain your plays particularly when it is, show your card knowledge.

12. Don't show lack of interest when dummy. Help your partner out with suggestions.

13. Observe with established rules and conventions. People will know you are a person of independence.

14. Eat chocolate caramels or other candy, candy while playing. It keeps the cards from slipping.

NEWSPAPERS AND HEARTS

Most daily newspapers at today are great business concerns. As such they have little heart or confidence. They are more concerned about the things of their cash registers than the pulsating heart of human sympathy.

But there are exceptions, of course. One of these is the big Toronto star, founded in a manumission newspaper and equipped with millions of dollars worth of machinery which can wait out (type) newspapers faster than a horse can trot off that stable in less than an outdoor cliché these days.

The other day in Toronto a bus was pelted to death in a wooded ravine. A young garage employee was arrested and charged with the crime. The accused's wife was in the hospital with a baby a few days old. Her condition made it necessary to keep the news away from her.

Of course the wife wanted to read the newspapers. For a time the news slipped out of all the news of the terrible affair from the papers she handed the woman. But this could not be continued. The Toronto star, with a consideration manifest to modern big business, conceived and put into effect a method of overcoming the difficulty. It printed a paper solely for the mother, eliminating all reference to her husband's alleged trial in the crime.

Against the callousness of human relations so prevalent in this material world it is refreshing to be able to record an incident revealing the better side of human nature.

Mistress (to new maid)—Be careful when you put these pictures. Mary, they are all Old Masters.

Maid—Good gracious! Would've thought you'd been married all these times, mum?

The pioneer of Alaska was known as a somnolent, because of his habit of keeping a batch of sour dough on hand as a starter for his flapjacks. At night he kept the crock of dough in his bed, so that his body heat would keep the mixture warm.

Milkman (to suspicious customer)—You won't find nothing wrong with that, ma'am. All our milk's been analyzed by a government anarchist.

John, I want you to meet a young lady who taught herself to swim in one lesson.

Thank you, said John, but if she has to teach herself to swim, I don't think I'd care to make her acquaintance.

—The Curtain Call

BANFF SPRINGS DESCRIBED AS 'MOST NEARLY PERFECT HOTELS IN THE WORLD'

The following interesting interview with Sir Edward Beatty, president of the C.R.R. appeared in the London Evening News recently, illustrating the article was an excellent picture of Banff Springs Hotel, with the caption: The Banff Springs Hotel in the Rockies—considered by many to be the most nearly perfect hotel in the world.

Things that Londoners have wanted to know for a long time were told by Sir Edward Beatty, president of the Banff Springs Hotel, in the billon dollar Canadian Pacific railroad, director of New York's newest and most luxurious hotel, the Waldorf-Astoria and one of the most powerful business figures on the American continent.

Sir Edward Beatty received his knightship from the King when he spent just a fortnight in England.

It was in his sublimated suite at the Banff Springs, over looking Park Lane, that Sir Edward, playing as always with his square chair and revealing the keen briar pipe, leaned forward to the Banff Springs Hotel, in the Rockies—considered by many to be the most nearly perfect hotel in the world.

And, as only happens when one meets the really busy men, not a telephone message, not a single interruption of any kind, crumpled up.

Ever since 1926, when the Canadian Pacific bought that 77-acre square site which has a frontage on Berkeley square and Bruton street, Londoners have wondered what was happening to the plans for building a 3 million pound hotel there.

This is what Sir Edward said about it: "I believe that this is the finest hotel site in London. I have never wavered in my intention to build a hotel here, but my opinion is that we should wait for another three years of continued prosperity before building. I should thus place the building date at approximately 1935."

Since the land was bought it has become a director of the Waldorf-Astoria in New York. As you can imagine, this has added to my hotel experience, and leads me to suppose that London is not over hotelled at present."

"I would like to see on this site a hotel run on North American lines, incorporating perhaps some of the Banff Springs Hotel in the Rockies—considered by many to be the most nearly perfect hotel in the world—and our new monster hotel in Toronto, the Royal York."

Asked how many rooms he planned to have in the new hotel Sir Edward said:

Between four and five hundred should be enough. You do not need that here in big places as we have in America, where what we call conventions swarms into a city bringing many thousands of visitors at a time. English people travel in groups, sometimes in American travel in masses. I have been at the Royal York when 2,500 people were dining here on a single evening.

Turning to the question of ships. "Ships should be built, said Sir Edward, according to the route they serve. Because there may or may not be sufficient traffic for one of two American Leviathans it does not mean that we are definitely in the age of monster ships."

I plan to lay down a sister to the Empress of Britain, which will probably take place in 1935. At present the Empress of Australia has another five years of life. The completion of the Empress of Britain will be the chief event. Mr. Young and Michael leave Saturday morning for Vancouver where Michael will stay with his wife and children. Mr. Young will continue his education in the Western City.

Mr. and Mrs. W. White and children of Bassano will join a Family Party to enjoy Christmas Day with Mrs. White, Mr. and Mrs. Macnaughton and Mr. and Mrs. Nels White and Lois at Mrs. Macnaughton's home.

Mr. Patrick left Monday for Revelstoke for the holiday.

Miss Brown of the Royal Bank will go to Lacrosse to spend Christmas with her sister Mrs. Armstrong.

Mr. and Mrs. Chas. Keeling and family will be guests of Charleson friends for Christmas.

Mr. and Mrs. A. W. White and children of Bassano will join a Family Party to enjoy Christmas Day with Mrs. White, Mr. and Mrs. Macnaughton and Mr. and Mrs. Nels White and Lois at Mrs. Macnaughton's home.

Rev. T. B. Winter will be in Brooks Christmas Day.

John French is inviting a few friends to his home Thursday evening when Mr. French will be the chief guest. Mr. Young and Michael leave Saturday morning for Vancouver where Michael will stay with his wife and children. Mr. Young will continue his education in the Western City.

Lake Sing of the Club Cafe will give a Christmas party to a large number of invited guests.

CHRISTMAS DAY SERVICE

At 10.25 a.m. in the Basement of the United Church, 10.25 to 10.30 Special Christmas Service, followed by a half hour Christmas Service.

LEGIONAIRE CONCERT PARTY

Variety was the keynote of the programme given by the Legionnaire Concert Party in their performance at the Memorial Hall last Thursday.

Morris Martin, acting as master of ceremonies introduced the artists. Edgar Rhye has a fine powerful tenor voice and one of the highlights of the evening was his duets with Olga Lloyd, contralto. Bert Martin also gave some selections while Andrew Arthur was heard to advantage in his songs of yesterday. Dan Morgan appeared in character sketches. Evelyn Hambley late of Collins players has a professional touch to her art. Denis Kelly and Gwen Higgins gave a fine exhibition of step dancing in their act "Stepping East". The comedy part of the concert was well represented by Jack Nixon in light comedy. Bud Taylor character comedian, and J. Morrison Scotch comedian. Capt. G. Grove also supported all artists with his skill at the piano.

Long—Yeah, but left teething the building seethed down.

"You want to say it with flowers eh? About 'No, about a half dozen, I don't want to say too much."

"Don't you think it's about time the baby learned to say 'Papa?'" "Oh, no, I hadn't intended telling you that you are still he becomes a little stronger."

LOCALS

Mr. and Mrs. Chas. Gironx and children will spend Christmas in Calgary with Mrs. Gironx's Mother, Mrs. Bray.

Hector McGregor will come up from Lethbridge to spend Christmas at his home.

Mr. and Misses Rogers will have as Xmas guests, Mr. and Mrs. McGregor and family.

Mr. and Mrs. Armstrong will come from Calgary to spend Christmas with Mr. and Mrs. Alex Gray and family.

LAMBERT'S CONTEST

Boys—1. T. McConnell. 2. K. Taylor. 3. J. Hestell. 4. A. Luag. 5. E. Lyons. 6. O. Boyer.

Girls—1. O. Koch. 2. L. Patterson. 3. M. Davidson. 4. J. Moran. 5. D. Harwood. 6. T. Cormack.

HIS LITTLE PLEA

On my bench I have sweet woman. Knowing now that thou art mine. What I ask—'tis only human—won't you to my wish consent? Say thou wilt and make it chappy. Banish all this dire suppage. Make me, oh, so very happy. And I will then requite thee. Asking causes no remorse—'Can I have a little money? For to play my favorite horse."

Parent—My son has many original ideas, has he not? Teacher—Yes, especially in spelling.

NEW YEARS EVE DANCE

Memorial Hall, Tuesday, Dec. 31st.

Compliments of the Season

Thos. E. Wright
Men's Better Wear

Water Systems, Plumbing and Heating
Installed and Overhauled

A. FRASER
PLUMBING & HEATING

Strathmore Alberta
CHRISTMAS GREETINGS TO ALL

DR. D. C. HAWORTH
DENTIST

Strathmore each Friday 11 a.m. to 9 p.m.
PHONE 20

Calgary Office— 414 SOUTHAM BLDG
PHONE M4140 Residence S0067

WE EXTEND TO ALL OUR
BEST WISHES FOR

A VERY JOYOUS CHRISTMAS

Strathmore Hardware

"The Store of Quality and Service"
M. A. RELINGER, PHONE 54

Pot Pourri

NO MAN IS QUITE

Honest until he is honest with him-
self.

Sane until he can listen to critic-
ism without growing angry.

Healthy until he can forget his
stomach.

Rich until he has "just a little bit
more."

Satisfied until he has found that
which money cannot buy.

In love until he is ready to give
everything for his beloved.

Patriotic until he is patriotic in
peace time.

Women's faults are many,
Men have only two—
Everything they say, and
Everything they do.

HERVEY NOTES

Mrs. Ingh and son John are giving
friends in the U. S. the once over.

Miss Peter and her sister Agnes
are at their home in Calgary during
the vacation.

Mrs. Laycraft's parents of Cana-
dian are visiting with her during the
Christmas season.

The Hervey school concert was a
decided success. Hervey will no
doubt swell Hollywood census in the
near future.

We are still wondering whether
Santa has grown taller or maybe the
coat was picked green.

Norman Laycraft is enjoying a visit
home after an absence of nine weeks.

We were all pleased to see Mr.
John Taylor present at the Hervey
Concert and apparently enjoying the
same with his many friends.

WORLD'S LARGEST RIVER
IS MAN MADE

The world's biggest river canal is
being constructed between Moscow
and the Volga. It must be ready for
exploitation by the navigation season
of 1937. The Soviet government is in-
vesting over 14 million pounds in its
construction. Several hydro-electrical
generating stations will be built
along the line of the canal, distribut-
ing power to cities and big farms.
The new waterway will connect a se-
ries of big industrial and agricultural
centers. For example, it will reduce
the distance by water from Moscow
to Leningrad by nearly 700 miles.

Indignant Parent (6 a.m.)—Young
man, what do you mean by bringing
my daughter in at this hour?

Flaming Youth—Well, I gotta be
at work by 7.

Mr. Harold G. Hoeler, Secretary of

Mr. James Muir, for the past four
years General Inspector of The Royal
Bank of Canada is a native of Scot-
land. Like Mr. Mitchell, he has been
engaged in the profession of banking
since boyhood, and has served the
Bank in the Dominion and New York.

Mr. Muir joined the Royal Bank of
Canada at Moose Jaw in 1912, after
serving three years with the Commer-
cial Bank of Scotland, Ltd. and one
year with the chartered bank at
India in London, England. In 1918 he
was transferred to the Inspector's
Department at Winnipeg, and later in
the same year became Accountant in
the Winnipeg Exchange Branch.

Mr. Mitchell, a native of Monticomb,
N. S. and since 1921 Supervisor of
Ontario Branches, becomes Assis-
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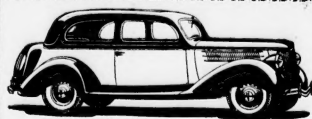
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The Royal Bank of Canada, was born
in Humberstone, Ont. and joined the
Welland Branch of the bank as a jun-
ior in 1910. He served in various cap-
acities in several branches through-
out Ontario until 1915, when he was
transferred to Winnipeg. After enlist-
ment in 1916 and service overseas, he
rejoined the bank at the Niagara
Branch in July 1918.

BOOKS AND THEIR AUTHORS

—U.—
A book from the pen of Somerset
Maugham is always an event in the
literary world. Don Fernando upholds
the Maugham tradition of presenting
the reading public with something
worthwhile. The subtitle of the work
is Variations on Some Spanish
Themes, and being thus protected, it
does not lay itself open to a light
just digression on Some Maugham
Themes. The author proves satisfac-
torily that the greatness of Spain lies
not in the successes of wars, nor the
brilliance of its civilization nor its
artistic achievements but rather in
the men it has produced. It is a fer-
ciously book which one moment
breathes out superlative descriptive
passages of the modern countryside
and the next is deep in the psycho-
logical deductions of Ignazio Loyola
Spain's fascinating ancient cities are
described with authority and the not-
able figures of El Greco, the painter,
Cervantes, the writer, and Lope de
Vega, the dramatist, who wrote over
two thousand plays, parade through
the pages of the book. Without the
slightest warning, the reader finds
himself deep in a treatise on painting
or writing and then suddenly entranced
by some exquisite description of a
sunset. Religion from the modern
point of view is discussed as well as
drama—as an example, "A play is a
close collaboration between the auth-
or, the actors and the audience, and
the audience cannot play their part
unless they can share and share alike
in the author's conception." In a
previous chapter, the writer pro-
vides aspiring authors with a com-
mon sense hand-book on the art of
good writing. And so one may ob-
serve that the subject matter of the
book is varied but never dull. —The
Curtain Call.



**NEW FORD
V-8 for 1936**

ON DISPLAY AT OUR SHOWROOM

**A Very Merry
CHRISTMAS
to All**



**HUGHES
MOTORS**

STRATHMORE, Alta. PHONE 31

Coal and Wood

MERCURY Double Screened LUMP.
Per Ton, Delivered \$6.40
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LETHBRIDGE IMPERIAL LUMP.
Per Ton, Delivered \$7.25
Buy your COAL from a reliable Dealer,
who gives you good service.
CHAS. KEELING PHONE 72

**Ring out the old,
—Ring in a
HAPPY NEW YEAR**

WHEREVER FRIENDS GATHER TO
CELEBRATE THE
BONDS OF GOODFELLOWSHIP
AND HOSPITALITY WITH YOUR
FAVORITE BRAND OF

ALBERTA BEER

OBTAINABLE FROM OUR WARE-
HOUSE IN CALGARY OR FROM
YOUR NEAREST VENDORS' STORE
OR LOCAL HOTEL.

Distributors Limited

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

This Advt. is Not Inserted by the Alberta Liquor Control Board, or by the Govt. of the Province of Alberta.

Stay at the
GROSVENOR
IN *CANADIAN* B.C.

For those who like a good
night's rest away from home,
the Grosvenor is extra quiet.
Around the corner from shops,
boats and trains, and just up-
street from the financial dis-
trict.

150
GROSVENOR

For The Best In—
Beef, Pork, Lamb, Veal, Fish and Poultry
—At Lowest Prices

Roberts Meat Market

LEN ROBERTS, Mgr.

Phone 25

WE WILL TAKE

Wheat

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SUBSCRIPTIONS

TO
The Strathmore
Standard

ON THE BASIS OF

2 1-2 Bushels of No. 1

PER YEAR

OTHER GRADES ACCORDINGLY

Have your Grain Buyer make out a Storage Ticket in favor of The Strathmore Standard. Renewals and New Subscriptions accepted on this plan to legitimate farmers anywhere in Alberta and Saskatchewan.

STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. MOORE, EDITOR. RES. PHONE 54
SUBSCRIPTION PRICE \$2.50 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

WHO ARE THE HAPPIEST?

Who are the happiest people on earth? This question was asked by an English newspaper, and prizes were offered for the best answers. There were some prize-winning answers.

A craftsman or artist, whistling over a job well done.
A little child building sand castles.

A mother, after a busy day, bathing her baby.

A doctor who has finished a difficult and dangerous operation and saved a human life.
No millionaires among these, one notices. No kings or emperors, rich and rank, no matter how the world strives for them, do not make happy lives. A sand castle does that far better than a palace. It would be a sad day on earth if only the great could be happy. But happiness is for everybody, not for a few.

—O—

Christmas is a time of secrets.

If I tell you one to you; Grandma says that all who try it find that every word is true; "Would you have a happy day? Give some happiness away." Grandma says this little secret should be carried 'round' the year. And if all would try to heed it, Earth would soon be full of cheer. "Would you have a happy day? Give some happiness away."

—O—

THE GOVERNMENT AND DISTRIBUTOR ADVERTISING

Premier Aberhart has issued an ultimatum, that advertising of beer and liquor shall be banned in the Province, the measure to take effect on Feb. 1. The premier explains his action on moral grounds, saying he wants to keep the business from the eyes of the young people. The premier must needs carry his conviction further—how can he reconcile the government taking over the sole distribution of beer, effective March 1st.

It is difficult to be convinced that the government's motive is entirely altruistic.

WAR PROFITS

Just who profited from the last war? Labor got some of the crumbs in the form of high wages and steady jobs, but where is labor to day with its fourteen million unemployed? Agriculture received high prices for its products during the periods of the War, and has been paying the price of that brief inflation in the worst and longest agricultural depression in all history. Industry made millions in furnishing the necessities of war, to the belligerents and they suffered terrific reaction, like the doctor, after a long and arduous operation, when the patient, upon recovery, turns upon the doctor, and the doctor, upon recovery, turns upon the patient. Each is a catalyst for the other. The present world wide depression is a direct result of the World War. Every war in modern history has been followed by a major depression.

Therefore I say let the man seeking profits from war or the war-torn countries do so at his own risk. If there are those so brave as to risk getting us into war, by traveling in the war zones—if there are those so valiant that they do not care how many people are killed as a result of their traveling, let us tell them, and let us tell the world that from now on their deaths will be a misfortune to their own families alone, not to the whole nation.

The profiteers and others who oppose any national neutrality should: "You would sacrifice our national honor!" Some declare we are about to hand down the American flag and in a future war the belligerents will trample on our rights and treat us with contempt. Some of these arguments are founded on—if by our navy, our army, our air force, and our fold collected strenuously when the State Department suggested a new policy of neutrality somewhat along these lines.

I deny with every fibre of my being that our national honor demands that we must sacrifice the lives of our youth to safeguard the profits of a privileged few.

I deny that it is necessary to turn back the hands of civilization to maintain our national honor. I repudiate any such definition of honor. It is not time for every lover of our country to do the same thing.

Detour Around War.—The Monitor

LANGDON

Mrs. E. J. Alberson was elected President of the Langdon V. L. at the Annual Meeting. Mrs. C. Jesse is 1st Vice President; Mrs. W. Bruden 2nd Vice President; Mrs. E. M. Secretary; Mrs. C. Jesse, Treasurer; Mrs. H. Dain and Mrs. S. Scott are the directors.

The Ladies Aid of the United Church elected officers on December 12th. Mrs. J. J. Colwell is the President; Mrs. S. Scott, Vice President and Mrs. C. Jesse, Secretary-Treasurer. Arrangements were made to begin practicing soon for a 2 act play.

Mr. and Mrs. I. Turner of Blackie were week end guests at the home of Mr. and Mrs. J. Bates.

Miss Katherine Moe has gone for a three month's visit to the United States, visiting at Duluth, Minneapolis and other places in Minnesota.

The quilt ratted by the ladies of Fairplay School at the Sports Club dance December 1st was won by Mr. Alfred Brander.

A Merry Christmas to all!

CHRISTIAN SCIENCE

At all Christian Science Churches next Sunday, the subject of the Lesson-Sermon will be "Christian Science." The follow is one of the scriptural quotations contained in the Lesson-Sermon: "The law of the Lord is perfect; converting the soul; the testimony of the Lord is sure, making wise the simple. The statutes of the Lord are right, rejecting the heart; the commandment of the Lord is pure, enlightening the eyes." (Psalms 119:7-9). One of the correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy, is as follows (page 135): "It has been said, and truly, that Christianity must be Science, and Science must be Christianity; else one or the other is false and useless; but neither is unimportant or untrue, and they are alike in demonstration."

WE TAKE THIS OPPORTUNITY OF THANKING OUR PATRONS FOR THEIR VERY LOYAL SUPPORT DURING 1935 AND WE WISH ONE AND ALL

A MERRY
CHRISTMAS
A BRIGHT AND PROSPEROUS
NEW YEAR

STRATHMORE TRADING COMPANY

Cott's Meat Market

FIRST CLASS BEEF, PORK, VEAL AND LAMB

POULTRY AND FISH

— LOWEST PRICES —

C. COCKX
PHONE 74

E. COTT
STRATHMORE

Coal and Wood

Standard and Severn Creek Coal at Lowest Prices

TRUCKING OF ALL KINDS

Cream Route Namaka, Tuesday and Friday

PHONE 5 NORMAN TAYLOR

Welfare Worker.—And what are you here for, my man?
Prisoner.—Platery, ma'am. Caught imitating another man's signature on a cheque.
He—I can tell you how much what or to the quart goes over Niagara Falls.
She.—If you know, tell us. Two plate.

LOW WINTER EXCURSION FARES

EASTERN CANADA
Daily December 1 to January 5
Return Limit 3 Months

CENTRAL STATES
Daily December 1 to January 5
Return Limit 3 Months

PACIFIC COAST
VANCOUVER - VICTORIA
NEW WESTMINSTER
Daily December 1 to February 15
Return Limit April 30, 1936

SPECIAL FARES
INTERMEDIATE AND COACH CLASS To Vancouver, Victoria, Seattle, Portland and California Points—On sale daily NOV. 11, 1935 to MAY 14, 1936—Return limit 6 months.
21 DAY FIRST CLASS to Seattle, Portland and California Points, on sail daily DEC. 1 to DEC. 11 and JAN. 2 to FEB. 15

Your nearest Canadian Pacific Agent will gladly quote fares, Train Service and make all arrangements.

Canadian Pacific

A REAL XMAS GIFT

TAKE ADVANTAGE OF THIS

BARGAIN OFFER
AND BANK THE DIFFERENCE

Here is a real offer that will save you money... Give yourself and your family lasting enjoyment and entertainment the whole year through... This is all you have to do.

Select any 3 of these famous Magazines

Together with your local Newspaper

and you will receive the whole 4 publications for one year from the date we receive the coupon. Here is the amazing combination low price.

\$3.00

Our Guarantee to You!

This wonderful offer is available to old and new subscribers to this newspaper. We guarantee the fulfillment of all magazine subscriptions and you have positive assurance that this generous offer is exactly as represented. Renewals will be extended for full term shown.

- ☐ The Nor'-West Farmer... 1 yrs.
- ☐ Country Guide... 3 yrs.
- ☐ Current Thought... 1 yr.
- ☐ Pictorial Review... 1 yr.
- ☐ Canadian Magazine 1yr.
- ☐ National Home Monthly... 1 yr.
- ☐ Canadian Horticulture & Home Magazine 1 yr.

MAIL
COUPON
TODAY

Please clip list of Magazines after checking 3 Publications desired. Fill out coupon carefully. Gentlemen: I enclose \$3.00. Please send me the three magazines checked with a year's subscription to your newspaper.
NAME _____
STREET OR R.F.D. _____
TOWN AND PROVINCE _____



Advertising Rates

Classified Advertising, per issue 35c
 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc.
 per issue 50c
 Display Advertising Rates on Application.

PERSONAL GREETING CARDS—
 and Stationery for Xmas at low
 prices. See V. Moran, Standard Of-
 fice, Phone 17, Strathmore.

FOR SALE—AT A LOW PRICE
 \$10.00 Tenor Banjo and case. At
 most new. Phone 17, Strathmore.

A. L. WILLIAMS, B. A.
 Secretary-Treasurer Graveland M. H.
 ROCKYFORD—PHONE No. 31
 Barrister, Solicitor, Notary
 Business Service and Insurance

PETE DE KORT
 Carpenter
 STRATHMORE

CHASE & CO.
 Funeral Directors
 and Embalmers
 LADY ATTENDANT
 PHONE 78

Church Notes

UNITED CHURCH OF CANADA
 Strathmore, Alberta
 Rev. V. W. Gilbert, B.A., B.D.
 Minister

Sunday, December 29th.
 Regular Young Peoples Night.
 The first part of the Service will
 be in charge of Miss Bertha Gray and
 Miss Phyllis Bower.
 Topic of Sermon—An Address to
 Youth, Special Music by the Choir.

ST. MICHAEL & ALL ANGELS
 STRATHMORE
 Sunday, December 29th.
 There will be only one service in
 St. Michael's Church. Evening at
 7:30 p.m.

REV. T. B. WINTER, Pastor.
 SACRED HEART CHURCH
 STRATHMORE
 (During Winter Months)

STRATHMORE—
 High Mass and Sermon every Sun-
 day at 10:30 excepting first Sunday of
 the month when Low Mass will be
 at 10 a.m.
 CARSELAND—
 First Sunday of the month. Mass
 and Sermon at 11 a.m.
 Midnight Mass will be celebrated
 at Sacred Heart Church, Strathmore,
 at 12 midnight Christmas Eve.
 REV. FATHER COSMAN, Pastor.

THREE TEAMS ENTER
 BOW VALLEY LEAGUE
 Strathmore, Canmore and
 Banff will make up the Bow Valley
 Hockey league this winter. The fol-
 lowing schedule has been arranged.
 Dec. 21 Canmore at Strathmore;
 Dec. 25 Canmore at Banff; Dec. 28
 Strathmore at Canmore; Dec. 28
 Strathmore at Banff; Jan. 1 Banff at
 Canmore; Jan. 2 Banff at Strathmore;
 Jan. 7 Canmore at Strathmore; Jan. 10
 Strathmore at Banff; Jan. 11 Strath-
 more at Canmore; Jan. 14 Canmore at
 Banff; Jan. 17 Banff at Strathmore;
 Jan. 21 Banff at Canmore; Jan. 24
 Canmore at Strathmore; Jan. 28 Can-
 more at Banff; Jan. 31 Strathmore at
 Canmore; Feb. 1 Strathmore at Banff;
 Feb. 1 Banff at Strathmore.

FRATERNAL
 CANADIAN LEGION, B. E. S. L.
 Strathmore Branch No. 10



President — J. B. GUNN
 Sec. Treas. — W. B. PATTERSON
 Hall Manager — P. WRIGHT
 Meetings held the Second Tuesday
 of each month. All eligible welcome
 as members.

KING EDWARD HOTEL

A VERY MERRY CHRISTMAS AND
 PROSPEROUS NEW YEAR TO ALL.

Used Cars

1928 CHEVROLET COACH.
 1935 FORD TUDOR
 1934 CHEV. MASTER SEDAN
 1934 CHEV. STANDARD COACH
 1934 OLDSMOBILE COUPE
 1929 PONTIAC COUPE
 1927 CHEV. TRUCK

SERVICE ON ALL MAKES OF CARS
 Gasoline, Oil Heaters, Radios

ROCKYFORD GARAGE

Mrs F. W. Gibson, Mgr. Rockyford, Alta.

LOOK AT THE LABEL ON PAPER

On the Alliance Line
 "Is this train ever on time?" ground
 the grumpy passenger.
 "Oh," replied the conductor. "We
 never worry about it being on time.
 We're satisfied if it's on the track."

Mike—"What does 'not transfer-
 able mean on the ticket?"
 Pat—"It means that if you don't
 go yourself you won't be admitted."

A woman isn't a natural boss. It al-
 ways embarrasses her to slip her hus-
 band a dime in public.

Old proverb—Haste makes waste.
 New model—Haste makes you ears
 telephone.

MONEY TALKS

But you must tell it what to say!
 Let's suppose that the dollars you
 spend were suddenly given minds of
 their own—and the job of deciding
 what to buy for you.

They'd have to learn their way
 around in a hurry. And one of the
 first things they'd do would be to
 study the newspapers—every adver-
 tisement that discusses something
 you'd be needing, or wanting. They'd
 get the latest facts on automatic re-
 frigerators and sports shoes and tea
 and motor oil and all the rest. They'd
 make a business of knowing what,
 where and when to buy.

Are you less careful and less con-
 stant in your advertising than you
 should be? Do you have to depend on
 other people for facts that are clearly
 stated in the advertising pages of
 this newspaper?

Read advertising thoughtfully, con-
 sider all the points you find there on
 their merits. Find out in advance ex-
 actly what things will best serve
 your needs—and why. After all,
 that's the only way to get your mon-
 ey's worth, every time.

The real reason for advertising is
 not to help some one sell something,
 but to help you buy what you want.

DISTRICT NEWS NOT APPEARING
 IN THIS ISSUE WILL BE PUB-
 LISHED NEXT WEEK.

SPECIAL

LOW FARES

for

CHRISTMAS

and

NEW YEAR'S

Between all points in Canada

FARE and a QUARTER
 for Christmas
 GOING—DEC. 23 to 25
 Return until Dec. 26, 1935
 for New Year's
 GOING—DEC. 30 to JAN. 1
 Return until Jan. 2, 1936

FARE and a THIRD
 for Christmas and New Year's
 GOING—DEC. 20 to JAN. 1
 Return until Jan. 10, 1936
 for Fares, Train Service, apply

CANADIAN
 PACIFIC

WANTED TO TRADE—A QUIET
 Variable Boat 1 years old, Regis-
 tered, good size. Phone W. E. Ke-
 r, 1115, Strathmore.

WANTED—SECOND HAND DOLL
 buggy, in good shape. Apply Mrs.
 C. Garriott, Box 245, Strathmore.

HIRTLE'S THEATRE

Friday and Saturday

DECEMBER 27 and 28

TWO HEADS ON A PILLOW
 Neil Hamilton, Marion Gordon

Tuesday and Wednesday

DECEMBER 31, 8 p.m.

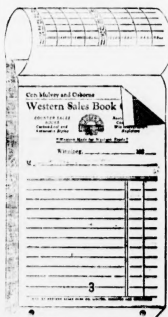
JANUARY 1, 8 p.m.

EVERY NIGHT AT 8

Geo. Robt. Alice Faye.

NEWS AND COMEDY

Counter Check Books



THE STANDARD

TOWN OF STRATHMORE

NOTICE

Tax payers are reminded that tax-
 es unpaid during the month of Decem-
 ber will on 1st January 1936 be sub-
 ject to a penalty of 1 per cent.

T. M. WEALES, Sec. Treas.
 Dec. 4, 11, 18, 24.

BLOOD TESTING

The blood testing and cutting of
 flocks under the Hatcher's Regula-
 tions has been fairly well completed
 for this season. Applications for this
 service must be received in the of-
 fice of the Poultry Branch, Depart-
 ment of Agriculture, Edmonton, by
 December the 31st. No applications
 will be accepted after this date.
 This year approximately 100,000
 birds will be tested which will amply
 supply the hatcheries of this Prov-
 ince.

HUB

BILLIARD ROOM
 AND BOWLING
 ALLEYS

STRATHMORE
 Tobaccos and All
 Smokers Necessaries
 R. HAMBLBY, Prop.

The Van Tighem Agencies

INSURANCE Of All Kinds
 Life, Fire and Automobile
 Local Agent for—The Sun Life Assurance
 Co. of Canada and Canadian Westinghouse.
 PHONE 105 STRATHMORE

COAL

AND GENERAL TRUCKING

Standard Coal Carbon Coal
 Severn Creek Coal (from Consumer Mine)
 Drumheller Grey Coal

DRY WOOD. Trucking of All Kinds.

PROMPT SERVICE. PHONE 80

CARL JONES Strathmore, Alberta

RISDON'S MACHINE SHOP

Machine Work

And Welding

Cockshutt Implements

PHONE

27

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28

S. LIBIN, Manager

THE WESTERN DEPARTMENT
 STORE DESIRES TO EXPRESS
 THEIR SINCERE THANKS FOR
 THE VERY GENEROUS PATRON-
 AGE GIVEN US DURING THE PAST
 YEAR. WE APPRECIATE YOUR
 BUSINESS.

WE TAKE THIS OPPORTUNITY
 OF WISHING ALL A VERY HAPPY
 CHRISTMAS AND A BRIGHT AND
 PROSPEROUS NEW YEAR.